

28<sup>th</sup> December, 2015

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**Company Code: PVR / 532689**  
**Sub: Opening of Multiplex at "VR Mall, Whitefield, Bengaluru"**

Dear Sir,

We are pleased to inform you the opening of PVR's another Multiplex at "VR Mall, Whitefield in Bengaluru.

PVR's nine screens Multiplex enabled with state of the art interiors, the multiplex also offers 3D technology with 7.1 channel surround sound, a separate IMAX audi and four unique Gold Class audis.

With the opening of this Multiplex at "Bengaluru, Karnataka", the total screens count has gone upto 491 Screens at 109 Locations across 44 Cities in 15 States and 1 Union Territory.

The opening of this prestigious Cinema is a part of PVR's organic growth strategy of PAN India expansion and increasing its presence in major cities.

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking you,

For PVR Limited

  
Pankaj Dhawan  
Sr. VP - Secretarial

Membership No.- F-3170  
Address - 23C, Pocket - J & K,  
Dilshad Garden, Delhi - 110092





## **PVR brings the IMAX magic and its biggest Gold Class in the Silicon Valley**

*~ Expands their presence in Bengaluru with a newly launched nine screen property at the brand new VR Bengaluru~*

**Bengaluru, 26th December, 2015:** Celebrating its 20 years of journey, PVR brings yet another stupendous cinematic innovation to Bengaluru, the Silicon Valley of India. PVR, one of the top cinema exhibition companies in the world, celebrates the launch of its newly constructed 9 screen multiplex at VR Mall, Whitefield. Being the technological hub of the country, Bengaluru has an audience which has a huge inclination towards technology and has an inherent refined taste. Therefore, PVR has brought the ultimate blend of luxury and technology with another IMAX equipped audi and four Gold Class screens along with premium mainstream cinemas at the same platform for the movie lovers. With this addition, PVR continues to be largest multiplex of the city with 57 screens across 7 properties in the city.

At the launch, **Mr Gautam Dutta, CEO, PVR Ltd** said, *“Bengaluru’s love for cinema is charismatic. It is the dynamism of the market that keeps us assertive for bringing innovations and global standard of cinematic experience to the city. The city has truly become a Mecca of cinema watching. The city has an inherent taste to watch movies in a refined format. And with the massive response that we received post our first IMAX in the city, we are definite that our second IMAX would churn out much more appreciation from our customers. Through our second IMAX in Bengaluru, we would like to rekindle the magic of IMAX experience for our patrons. ”*

**Mr. Rohit George, MD, Xander** added, *“At Virtuous Retail, our mission is to connect communities and create new social hubs for urban Indian consumers. Inspired by the city’s heritage, VR Bengaluru, our latest flagship development is designed as a center of innovative retail, well-crafted and curated experiences, and exciting dining and family entertainment formats. We are delighted to partner with PVR Cinemas to present a truly differentiated cinema offering to the city of Bengaluru with India’s largest Gold Class setting, IMAX and Private screenings”*

IMAX being the ultimate movie watching experience is arguably the best sound and picture quality in the world. Strategically located at the heart of the city, the multiplex, situated at Whitefield VR Mall, serves as the haven for many multinational IT companies. Spread across 61,140 sq ft of area, the cinema has been designed whilst keeping the dynamic market in mind.

Huge 3D posters of cult movies like Everest, Avengers, X- Men along with Bollywood blockbusters have accentuate the lobby appearance. The pre foyer area is triple height with touch panel quick tix and movie info kiosks with plasmas, artworks, poster boxes displaying movie info, trailers and other information. The lobby is also outfitted with comfortable seating, dim lights, giving an elite and classy ambience of PVR cinemas. The multiplex promises to cater to 1393 patrons. Enabled with state of the art interiors, the multiplex also offers 3D technology with 7.1 channel surround sound, a separate IMAX audi and four unique Gold Class audis.

For the first time, PVR has also developed a gourmet menu including gourmet hot dogs, salads, and baked fries, apart from the a la carte Gold Class menu to satiate the need of food connoisseurs. The healthy menu is specially urbanized to tickle the taste buds of movie aficionados.





*Adding further, Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd said, "We are extremely excited to have come up with another multiplex in Bengaluru. With no dearth of entertainment in the city burgeoning with massive shopping malls, pubs, art galleries & auditoriums, PVR has strategically planned its seventh property for the people to catch up their favorite movies. We hope that with our premier offering (Gold Class, IMAX) the customers here are thoroughly entertained."*

*I would also like to thank Sugam Vanijya Holdings Pvt. Ltd., our mall developers who have provided us with such a prime location. We are looking forward to a massive response from the city."*

PVR plans to expand with equal penetration in both tier II and tier III cities. Presently PVR has more than 490 screens successfully running in the country and aims to cross the mark of 500. With this launch, PVR screen count rises to 491 in 109 properties in 44 cities in India.

#### **About PVR Limited**

PVR is one of the largest and most premium film and retail entertainment companies in India. Since its inception in 1997, the brand has aimed to redefine the way people watch movies in India. PVR currently operates a cinema circuit comprising 491 screens spread over 109 properties in 44 cities across India. The company acquired the Cinemax properties in 2012 and currently serves 66 million patrons across India. PVR has entered the World Economic Forum's List of Fastest-Growing Global Growth Companies.

For further information, please refer to the PVR website:  
<http://www.pvrcinemas.com/corporate/about-us.aspx>

